



USAID | SUDAN

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: USAID/Sudan 650-SU-10-PRM-03
ISSUANCE DATE: July 15, 2010
CLOSING DATE: August 12, 2010, 4:30pm Sudan Time

Ladies and Gentlemen:

SUBJECT: Solicitation for Personal Services Contractor (PSC) for Development Outreach Communications (DOC) Advisor, Khartoum, Sudan.

The United States Government, represented by U.S. Agency for International Development (USAID/Sudan), is seeking applications from qualified U.S. Citizens or Third Country Nationals interested in providing Personal Services Contract (PSC) as described in this solicitation.

Submissions shall be in accordance with this solicitation at the place and time specified.

Interested applicants MUST submit the following materials:

- Most current Curriculum vitae or resume
- Complete and hand-signed federal form OF-612
- Three references, who are not family members or relatives, with telephones and e-mail contacts
- Covering letter highlighting applicant's reason for applying and supplemental documents specifically addressing the four (4) Quality Ranking Factors (QRFs) shown in the solicitation

USAID/Sudan reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation.

Late, incomplete or unsigned applications shall not be considered.

Applications must be e-mailed to:

Ms. Sawsan Abdelmouti (sabdelmouti@usaid.gov), Human Resources Specialist, USAID/Sudan.

Applicants should retain for their records copies of all enclosures which may accompany their applications.

Sincerely,

R. Douglass Arbuckle
Deputy Mission Director/Contracting Officer

ATTACHMENT TO POSITION ANNOUNCEMENT
US/TCNPSC DEVELOPMENT OUTREACH COMMUNICATIONS ADVISOR
USAID/SUDAN - JUBA

1. SOLICITATION No: USAID/Sudan 650-SU-10-PRM-O3
2. ISSUANCE DATE: July 15, 2010
3. CLOSING DATE/TIME SPECIFIED: August 12, 2010; 4:30 pm Sudan Local Time
4. POSITION TITLE: Development Outreach Communications Advisor
5. MARKET VALUE: GS-14 (\$84,697-\$110,104)
6. PERIOD OF PERFORMANCE: One (1) year, with possibility of extensions up to a maximum of five years.
7. PLACE OF PERFORMANCE: Khartoum, Sudan
8. AREA OF CONSIDERATION: U.S. Citizens / Third Country Nationals
9. SUPERVISOR: Supervisory Program Officer, Khartoum
10. STATEMENT OF WORK:

This position is located in the Program Office (PPDO), which is responsible for ensuring that Objective Teams (Teams) and the Mission Director develop, implement and achieve the Country Strategic Plan (CSP). The Country Strategic Plan consists of three strategic objectives, whose combined goal is to help all signatories to the 2005 Comprehensive Peace Agreement (CPA) to ensure successful implementation by 2011. USAID/Sudan has robust humanitarian assistance and relief programs in Darfur and the Three Areas, with the possibility of expanding all programs to the East and North. The CSP has a planned level of effort of approximately \$1 billion dollars in FY08. Similar funding levels are expected for FY09 and FY10.

The incumbent serves as USAID/Sudan's Development Outreach Communications Advisor in Khartoum. The primary purpose of this position is to help manage USAID/Sudan's public relations, development outreach, and strategic communications, in addition to providing related program services to Khartoum-based offices and programmatic teams. The incumbent will work in concert with a Development, Outreach and Communication (DOC) Specialist based in Juba, a Senior DOC Specialist in Washington DC, and Embassy Khartoum's Public Affairs Office (PAO), in order to develop press releases, public events and communication activities designed to highlight U.S. foreign assistance to Sudan, including all humanitarian assistance, food aid, bilateral development and regional programs administered from East Africa (Nairobi) and Washington.

This position is a local hire USPSC. S/he will also undertake other program-related duties as assigned, based on fluctuations in program staff levels in both Juba and Khartoum. The incumbent reports directly to the Supervisory Program Officer, USAID/Sudan in Khartoum.

11. MAJOR DUTIES AND RESPONSIBILITIES

A. Development Outreach and Communications

60%

The Program and Communications Specialist is jointly responsible, in coordination with the Juba DOC, for developing, updating and implementing USAID's official Outreach Strategy, as required by USAID/Washington. The Outreach Strategy ensures full involvement of many stakeholders, and the incumbent is responsible for managing participatory input from internal staff and external implementing partners, particularly in Khartoum, in order to successfully implement the strategy.

USAID/Sudan's Outreach Strategy is intended to broaden awareness of and support for U.S. Government foreign assistance programs, and their contribution to the country's peace and social/economic development. The strategy should increase the understanding of who we are and what we do via public outreach, news articles, broadcast media presentations, and publications on USAID's vision, program accomplishments, and best practices. The strategy has host-country, regional, and international impact, particularly because of Sudan's status vis-à-vis U.S. foreign policy objectives, and because of the enormous attention that Sudan receives in the U.S., regional and international press. The incumbent must also ensure that USAID/Sudan's Outreach Strategy and all public information activities and products are consistent with State Department guidelines, procedures and policies.

This position serves as the principal USAID contact in Khartoum with local and international media to develop feature stories on USAID/Sudan programs. To ensure a targeted, coherent, and consistent message from all USAID staff and partners, the Program and Communications Specialist will collaborate with and advise all staff. The incumbent has the authority to resolve press-related problems to positively promote USAID's resources and external image in the local, regional and international media. To ensure USAID is transmitting a clear and consistent message to the general public and partners, the incumbent, in coordination with other USAID staff and the Embassy PAO, may prepare, refine and edit speeches and related background information for senior USG officials who represent USAID at official events, and for the Chargé or DCM when he/she speaks at USAID-sponsored events. The incumbent may provide public relations advice to USG officials, USAID grantees and contractors, USAID staff members, and other USAID partners who share mutual objectives in Sudan.

To ensure public awareness of programs and projects being funded by USAID, the incumbent is directly responsible for assisting USAID staff and contractors/grantees in developing appropriate public information programs and USAID/Sudan bilateral and regional success stories for USAID/Washington's Bureau of Legislative Affairs (LPA); helping to maintain professional and graphic content for the USAID/Sudan website, briefing documents and publication; and developing and persistently updating a master calendar of USAID program events in close coordination with implementing partners, Cognizant Technical Officers (CTOs), and Office Chiefs.

The incumbent may help to coordinate field trips for the Chargé, DCM, Mission Director and other official visitors with the highest-degree of independent decision-making to resolve problems encountered. Tasks may include managing

agendas, briefing books, talking points, official speeches and press releases. This planning also includes conducting pre-planning visits, establishing and confirming events schedules, and managing the schedule and intervention of the press before and during field trips, as security and the situation on-the-ground allows.

B. USAID Branding Standards and FOIA Requests

20%

The Program and Communications Specialist in Khartoum will be jointly responsible with the Juba DOC for helping to maintain USAID branding standards in all parts of Sudan. The incumbent will provide advice to grantees for their required branding and marking plans and serves on the Program Office panel to approve such plans prior to USAID/Sudan procurement actions being finalized. The incumbent may review cooperating agencies' proposed speeches, brochures, booklets, handouts, signs and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture, and accuracy of content. The incumbent will help to ensure that all materials meet USAID branding guidance and may recommend revisions, reprinting or other appropriate actions.

If USAID/Sudan receives any FOIA requests, the Program Assistance and Communications Officer in Khartoum will be tasked to work with the RLA and appropriate Team Leaders to respond in a complete and timely manner to such requests.

C. Other Duties as Assigned

20%

The incumbent may provide writing, drafting and editorial oversight for Program Office and policy-related documents such as the Operational Plan, Performance Results submission and Mission Strategic Plan. S/he may help to ensure quality control on Activity Design Documents, Action Memoranda, Scopes of Work, MAARDs, IEEs, Evaluations and other program-related papers.

The incumbent may also help to coordinate responsibilities with respect to other program duties as assigned. For example, s/he may help with ideas about public-private partnerships in Sudan. In so doing, s/he may assist the Supervisory Program Officer with the review of Global Development Alliance (GDA) proposals at the Mission level and write the GDA portion of the Annual Report. H/she may be called upon to brief staff members and local partners on USAID's public-private partnerships initiatives, and liaise with AFR/SP on GDA Secretariat tasks from Washington. Working on public-private partnerships is one example of many program-related ad-hoc duties that the incumbent may undertake, as the program and staffing situation in Sudan fluctuates and evolves rapidly.

12. POSITION ELEMENTS

Supervision Received: - Under the general supervision of the USAID/Sudan Supervisory Program Officer, the Development Outreach and Communications Advisor will plan and carry-out assignments with the highest degree of independence. The incumbent must be able to work independently with minimal supervision. USAID support for public relations activities is a high profile undertaking, including frequent collaboration with the U.S. Embassy, Public

Affairs Office (PAO), the Government of Southern Sudan, other international donors, international contractor firms and NGOs/PVOs

Available Guidelines: USAID Graphic Standards Manual; the Branding/Marking AAPD for Assistance Awards; USAID Automated Directives Systems (ADS) and periodic cables on USAID policies and procedures; Mission Operations Manual (MOM); Foreign Assistance Act, as amended, and directions from Mission Management and the Supervisory Program Officer.

Exercise of Judgment: The incumbent should exercise highly developed, independent unbiased professional judgment in carrying out all aspects of his/her work.

Authority to Make Commitments: The incumbent has no independent authority to make financial or USG policy commitments, but will make recommendations that could lead to such commitments.

Nature, Level and Purpose of Contacts: The incumbent has contacts with U.S. Mission personnel at all levels, including the Chargé, DCM, and USAID Mission Management, to advise on the selection and release of information to the public; with the news media to help inform and execute accurate information on the USAID/Sudan portfolio; and with senior personnel of USAID contractors/grantees.

Supervision Exercised: Provides guidance to Objective Teams regarding information needed for development outreach; ensures compliance of Mission staff on FOIA requests; and ensures that all USAID programs meet relevant conditions of the USAID Graphic Standards Manual and Branding/Marking AAPD guidance.

Interpersonal Skills: The Contractor must exercise discretion and tact in a variety of situations and when dealing with customers and employees to resolve challenges that arise during the course of the work, for which there often is not a clear solution.

Time required to Perform a Full Range of Duties: Immediately, or up to three months. The incumbent is expected to be skilled in program/project management and coordination so that s/he can be able to carry out the duties and responsibilities from day one.

Period of Performance: The personal service contract will be for one (1) year, with possibility of extension. Extensions will be contingent on the need for continued services, satisfactory performance, and availability of funds.

Reports: Upon request or as scheduled, the Contractor will submit periodic status and/or other reports related to major activities or projects that fall under the incumbent's responsibility.

9. QUALIFICATIONS / SELECTION CRITERIA

- A. **EDUCATION (15 points):** A Bachelor's Degree in business, communications, international relations, journalism, law, marketing or other related field is required. A Master's Degree in a similar relevant field is highly desirable.

- B. **PRIOR WORK EXPERIENCE (30 points):** Five to seven years of progressively responsible professional-level experience in mass communications, media relations, and press issues required. Ability to work successfully in a team environment is required. Additional experience as a journalist or member of the press is highly desired. Prior experience working overseas is highly desired.
- C. **POST ENTRY TRAINING:** Upon hiring, and depending on the schedule of training, USAID may provide DOC training, CTO training, attendance at relevant conferences, and will certainly provide on-the-job training for all aspects of the Position Description. Training to familiarize the successful candidate to U.S. Government, USAID and Embassy regulations and procedures will occur on the job.
- D. **LANGUAGE (5 points):** Fluent reading/writing in English at the native-speaker level is required. Proficiency in Arabic is highly desirable.
- E. **KNOWLEDGE (25 points):** The successful candidate must have a broad knowledge of working in a foreign culture, and must be able to discuss politics and major issues in a manner sensitive to the local culture and all USAID staff members. S/he should have knowledge in the field of public affairs in order to make key decisions affecting the local, regional and international image of USAID/Sudan. The incumbent should strive to become knowledgeable about the historical context and current events affecting USAID and U.S. Embassy operations in Sudan.

Because this position is crosscutting, it is highly desirable that the applicant have knowledge in a broad range of areas, particularly in the development sectors of economic growth, trade and investment, education, health, food security, natural disasters, justice, public sector executive and legislative function, good governance, human rights and civil society/media technical capacity building.

A thorough understanding of US foreign policy interests and objectives in Sudan and how the USAID Mission portfolio as a whole is designed to address these objectives is not required, but will be part of on-the-job training.

A thorough knowledge of the Government of Sudan's policies and programs and an understanding of the nature of Sudan's development needs and the socio-cultural contexts in which development needs could be addressed are both highly desirable. A strong knowledge of local public attitudes and techniques to incorporate into Mission analytical planning and program development would be helpful.

- F. **ABILITIES AND SKILLS (25 points):** The successful candidate should have:
- expert English writing skills; (journalism skills are highly desirable);
 - creativity and ability to plan, arrange and execute an overall information program;
 - excellent interpersonal and communication skills to handle sensitive issues diplomatically and to inspire confidence in Government, Embassy, and other counterparts. The ability to professionally and effectively interact and coordinate with U.S. Mission personnel at all levels,

including the Chargé, DCM, USAID Director, USAID staff members and all USAID partners;

- superior organizational skills and the ability to positively and professionally represent the USAID Mission;
- ability to understand and describe USAID-funded development programs,
- ability to establish and maintain contacts with USG contactors and grantees, as well as the Sudanese private sector in all parts of the country;
- ability to develop and maintain extensive high level contacts in the media and in information circles;
- sound intellectual, professional and political judgment in order to advise on the selection of and release of information materials to the public, the news media and FOIA responses; and
- excellent computer skills including photography and digital manipulation, and all Microsoft Office applications.

Maximum Points Available: 100

12. ADMINISTRATIVE REQUIREMENTS AND LOGISTICAL SUPPORT:

As a matter of policy, and as appropriate, a local-hire PSC is normally authorized the following benefits and allowances:

BENEFITS

Employer's FICA and Medicare Contribution*
Contribution toward Health, Medical Evacuation, & Life Insurance
Pay Comparability Adjustment
Annual Salary increase
Eligibility for Worker's Compensation
Annual & Sick Leave

ALLOWANCES No allowances are provided to local-hire PSCs.

SECURITY AND MEDICAL CLEARANCE

The contractor must provide medical certification of suitability to live and work in Sudan. For US Citizens, a "Secret" Security Clearance will be required. Also, at least a temporary employment authorization from the USAID Office of Security must be obtained prior to commencement of duty. Until a final adjudication of a secret clearance is received, the contractor shall:

- have no access to classified or administratively controlled materials,
- travel to post by himself/herself only, and
- be authorized no entitlements other than those normally authorized for short-term (less than a year) employees at post.

If the contractor fails to receive a secret clearance, the contract will be immediately terminated.

Third Country National applicants will be required to obtain an employment authorization from the Regional Security Office of the U.S. Embassy.

FEDERAL TAXES USPSCs are not exempt from payment of Federal Income taxes. FICA, and Medicare.

LIST OF REQUIRED FORMS FOR PSCs

Forms outlined below can be found at:

<http://www.usaid.gov/forms/> or at <http://www.forms.gov/bgfPortal/main.do>

1. Optional Form 612
2. Contractor Physical Examination (DS-1843 and DS-1622)
3. Questionnaire for Sensitive Positions (for National Security) SF-86), or Questionnaire for Non-Sensitive Positions (SF-85)
4. Finger Print Card (FD-258) (available from the requirement office)

10. INSTRUCTIONS TO APPLICANTS:

Qualified applicants are requested to submit an Application for Federal Employment (SF-171) or Optional Application for Federal Employment (OF612) and a Resume containing the following information:

- 1) Personal Information: Full name, mailing address (with zip code), email address, day and evening phone numbers, social security number, country of citizenship, highest federal civilian grade held (also give job series and dates held);
- 2) Education: high school, name, city and state, date of diploma or GED; colleges and universities, name, city and state, majors, type and year of any degrees received (if no degree, show total credits earned and indicate whether semester or quarter hours);
- 3) Work Experience: provide the following information for your paid and non paid work experience related to the job for which you are applying (do not send job descriptions); job title (include series and grade if federal job), duties, and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), hours per week, salary. Indicate if we may contact your current supervisor;
- 4) Other Qualifications: Other pertinent information related to the qualifications required for the position, as noted above including job-related training courses (title & year), job-related skills; for example, other languages, computer software/hardware, tools, machinery, typing speed, job-related certificates and licenses (current only), job-related honors, awards, and special accomplishments, for example, publications, memberships in professional or honor societies, leadership, activities, public speaking and performance awards (give dates but do not send documents unless requested).
- 5) Applicants are required to provide three references with complete contact information including email address and telephone numbers.

Interested candidates should send above via the internet to the attention of Sudan Contracting Officer, at one of the addresses indicated below. To

ensure that the application is considered for the intended position, please reference the solicitation number and title of position on your application and as the subject line in any cover letter. Applications must be received by the closing date and time specified in the cover letter.

Any questions regarding this solicitation should be submitted no later than August 12, 2010 via e-mail to the Contracting Officer (darbuckle@usaid.gov) with a copy to Ms. Sawsan Abdelmouti (sabdelmouti@usaid.gov).